### SHOULD COME TO HAWAH AND SEE

Paper Which Told of Picnic in "Pineapple Grove" Has Odd Ideas About Citizens

The Fresno Republican of Fresno, Cal., the newspaper which last month published an account of a pienic being given to the congressional visitors in a "pineapple grove" near Honolulu, has the following editorial in its issue of May 25, which shows that mainland ideas of racial and political conditions in Hawaii are sometimes as amusing as mainland ideas of tropical horticulture. Says the Republican:

Just as at Panama, international conditions are such that true sovereignty is impossible and it is likely there never will be democracy in the sense that we use the word, so it is very likely that in the near future the Hawaitan islands may be made a military outpost of the United States. The interests of the few citizens of those islands, with respect to local self govcrament, will be found to be less than the interests of the people of the United States, which will depend upon proper defense and use of the islands.

"There are two reasons. One is the midway position of the islands in the Pacific. They are certain to be either the armed outpost of the United States against Asia, or the armed outpost of Japan against America. The advantage is now with America. In that much-to-be-avoided contest between the two nations. Japan is certain to nttempt to seize Hawaii as the first step in its contest. With swift-moving cruisers based at Honolulu, the defense of the Pacific coast of America would be made many times more dif-

The very great majority of the people of Hawaii are Japanese both by birth, sentiment and commercial con-No matter now we mi hope to obtain the support or even the outrality of the Japanese on this contire, to assume that the Hawaiian Japenese would not support their native country is laughable. The Japanese ulation would at once constitute themselves a foreign garrison to hold the territory ugainst the United States, and at best the forts on the island

interests of the nation as a whole, of Commerce has placed a Japanese Hawali will be a fortress, facing west- and his wife in charge of the rest



Weekly Calendar ionolulu Lodge No. 409; Stat-

Oceanic Lodge No. 371; Special, Second Degree; 7:30 p. m.

an Lodge No. 21; Special, Third Degree, 7:30 p. m.

ule Chapter No. 1,-R. Oceanic Lodge No. 371; cial, Third Degree; 7:30 p.

ATURDAY-Harmony Chapter, O. E. S. Stated; 7:30 p. m.

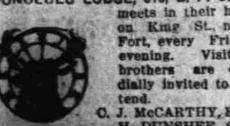
SCHOFIELD LOUGE

-0.11 21, Juli WOLTERS, Praes.

HOLTE, Sekr.

URDER OF PHOENIX. Beretants and Fort streets, every but take two hours outdoor exercise

CHARLES HO FRANK MURRAY, Secretary. HONOLULU LODGE, 616, B. P. O. E. athlete often dies young. Be a modmeets in their hall erate, persistent, daily exponent of exon King St., neat ereign. You may not burn the fam it



Fort, every Frida; carriage, as Benjamin Franklin sugdially invited to at

evening. Visiting gested, but at least, as he advised, brothers are cor walk walk walk. C. J. McCARTHY, E.R | material with pariffin oil; if a colored H. DUNSHEE, Sec article rub the part with turpentine,

Punahou Preparatory Graduates==Official Photo, Perkins



Those in the picture above include Joseph Li, Suzuko Yamamoto, Ezra Jennings Crane, Charlotte Ballou, Royden Lindsay, Helene Morgan, Richard Gartley, Marie Humphreys, Anna Pratt, Frederick Bush, Lewers Paris, Alice McQuaid, Nelson Nowell, Jessie Baldwin, Douglas Cooks, Dorothy Peacock, Ellsworth Derby, May Gay, Raymond Scudder, Louise Watkins, Eldredge Pond, Florence Gibb, Kwai Chew Lung, Marjorie Booth, Nip Hing Chong, Naomi James, Herbert Foster, Madeline Chapin, Harold Harvey, Murray Johnson, Virginia Frear, Dickson Hitchcock, Marjorie Guild, Barbara Carter, Fuller Low, Edna Ferguson, Bryant Cooper, Esther Gibb, Walter Vetlesen, Euphie Shields, Margaret Hoogs, Frances Clark, Clarence Baldwin, Illma Woods, Harlan Benner, Muriel Peterson, Mary Weaver, Thomas Singlehurst, Myra Neal, Bessie Wai Oi Chung, Edith Rice, Granville Danford, Agnes Chalmers, Yen Chew Lum, Dermot Stanley, Tyson Norgaard, Leinani Chillingworth, Alexander Paris.

# HOHER DODIN AD

Special Star-Bulletin Correspondence WAILUKU, Jane 15,- The long con at the put in a state of defense templated rest house on Haleakala not the Asiatic population. They has been eccupied nearly every night a distinct "problem" in Ameri since it was completed, and visitors can national protection. come back well pleased with the comthought that Hawali can ever be crater from the windows of the rest "state" in the continental boose and over the West Mani plain nse. As a territory, its self govern- is now a matter of keen pleasure, ent will always be of a strictly him- whereas formerly it was necessary to ted character. And as the American go out into the bleak wind to get any ational defense system grows, it will sort of an idea of the glory to be seen

> ferences in favor of the The committee of the Maui Chamber house. They will live in the old house just below the summit. Mattresses and blankets have already been placed ture is not yet available. It is hoped to place chairs and tables and good beds in the house shortly, so that every comfort within reason can be given to visitors of the great crater. For the present, people coming to the house must bring their own food. The committee favors a plan that has been discussed at length in the Min. c's ber of commerce herato-

force page 3, that of charging a small 1 per visitor, in order

In spite of the sanitary modes o living which have come into practise within recent years, the death rate after 40 is higher than formerly, says the United States public health service in a bulletin sent to the Star-Bulletin. This is due largely, says the information, to increased prevalence of the diseases of degeneration. "The muscles, arteries and other or

gans of those who, as a result of a:

dentary occupation or indolence, take too little exercise, degenerate. Heart disease, kidney disease and other ills follow," the bulletin continues to state. "Take exercise. Take daily exercise. Have a hobby that gets you out of doers. Walk to your business, to your uressmaker's, walk for the sake of HONOLUNU LODGE NO. 1, MODERN walking. John a walking club and keep your weekly score of miles. Keep chickens, make a garden, wheel the Will many at their home, corner haby or play golf or any other game, Thursday evening at 7:30 o'clock. every day. Gymnasium work is good it, but avoid heavy athletics. Don't try to be a 'strong man,' the champion

Paint can be removed from white

HOW WE BREATHE.

say exactly what they denote. The healthy breath is via the nose,

"snoring" breath sound, due to mouth breathing and snoring. breathing, is, in the case of infants Adenoids, we are told, "came in ble

the latter was "soft" and caused the low. with mouth shut and soundless. The floor of the nose. Hence mouth to a deeply relaxed soft palate. In

and young adults, a sign that they with the comforter," and they are It is startling to learn that medical have been the victims of the India snore producers. If not cured, descience has carefully noted and named rubber "comforter." This has pressed formed jaws, enlarged tonsils, bad our various "breath sounds" and can against the roof of the mouth when ceeth and an idiotic expression fol-

> Snoring in adults, in health, is due disease snoring denotes brain trou-

### JUSTICE FOR ANIMALS THEME OF JACK LONDON'S FOREWORD TO BOOK

Writes Understandingly of **Brute Creation** 

Jack London's love for and understanding of animals is again shown in a foreword he has just written for a book by Francis A. Cox entitled "What Do You Know About a Horse?" Mr. Cox is the honorary secretary of the National Equine Defense League of England. Mr. London says:

The worst evils in this world are those with which we are habitually familiar. They are the most virulent because our very familiarity with them acts as an anodyne against our painful realization of their existence and, consequently, the necessity for their reform. This is obviously so in the case of human beings; one has only to look back a few years and study our Penal Code to realize that fact. But if it be so in the case of human beings, how much more so is it where inarticulate animals, who cannot express their wrongs or formulate, and agitate for, remedial legislation, are concerned?

The fact is, this question of cruelty to animals is really a branch of soclology, because animals are essentially a component factor in our civilization and the wrongs inflicted by man upon beast are attributable to precisely the same causes as those of man upon man. And, worthy as are most of the Societies which exist throughout the world for dealing with this question of cruelty to animals. most of them touch really upon the fringe of the subject, because they approach it under a misunderstanding and consequently are satisfied to deal only with broadly apparent effects. In many cases they do not even deal with the fringe-they deal with each little strand of the fringe as it comes before them. Why, in God's name, should we prate about "kindness" to animals? You never hear of Societies for inculcating "kindness" to human beings: I do not think there is in existence a Society which uses that is the stereotyped catch-word which is woven into every appeal on behalf of animals that comes to us. I con-

Author Now Living in Honolulu stantly see sent mental effusions, suposed to be the prayer of a horse to his human master, the one and only nference which can be drawn from such being that the horse is a flagrant culprit and desires to move a judge of unswerving rectitude to grant him 'Mercy." "Mercy!" forsooth! What animals require, and what it is our duty to accord them, is plain elementary "Justice," and until we educate ourselves up to the proper conception of our duty in so doing, we do "but skin and film the ulcerous wound, whilst rank corruption, mining all, infects unseen."

Two facts are very obvious in this

book. The first is, that the author is animited by quite the right spirit. The horse is put in his right position: not as a cringing guilty suppliant; not as something, the exercise of our good qualities upon whom may fill us to our eyes with self-complacency; but as a fellow-worker with us who should be treated justly—and whom it will pay to treat justly. The second is, that it is apparent that Mr. Cox, in advocating the claims of horses particularly and animals generally, has run up against precisely the same factors producing cruelty to animals as I found in my sojourn in the East End of Loudon producing cruelty to men, and which I have found all the world over. There is the same general ignorance that such things are: skepticism that they can be; and bland satisfaction that someone or other is looking after them. There is the same acceptance and toleration of cause and effect. There is the same indifference to it all. There are the same illogical ly, though sincerely, conceived methods for dealing with it by dear good people whose easily-aroused emotions impel them to deal with but one little effect at a time and so prevent them from recognizing that it is only one little effect of a cause producing thousands of other similar, and which numb their analytical faculties so that their minds never grasp, or even consider, that cause. And there are the same opportunities even more so for the subject being mere exploiters for their own perso al ends, with a sauce whereof it may be said that the sauce is flavore and sometimes very faintly flavored, by the meat. And above all, there is, to the reasoning mind, the same unnecessariness, the same falmount the same silly waste of good mater in it all. And, dependent upon it, the man who works to better the conditions of his sub-human brethren in any respect, in doing so is working to benefit his own kind.

I have noticed another startling

ission in this book, a fact so strik

ing that I thought I could hardly have been reading a book about and at all. "Dumb Animala." The folk who write and talk about "d animals" are those who evidently have the least authority for expatiating on the subject. You might as well talk about a dumb piano. No animal everyet was dumb to any man or woman who had taken trouble to acquire his language. This phrase—"dumb salmals"—is founded upon exactly the same unthinkingness that induces us English-speaking people to marvel why "foreigners" are so misguided and prejudiced as to speak a language other than ours. No animal, given opportunity for the exercise of his intellect and the culture of his imagination, was ever yet "dumb"; and the sooner we throw "dumb" after "merabout a dumb piano. No animal eve sconer we throw "dumb" after "me cy" on to the scrap heap, the soon we shall be properly armed for the cause of righteousness to animals. Of the forms of cruefty to horses specially dealt with in this book, there are some, such as "docking," which are due to a senseless fashion and to a trade interest, and which might he abolished at once. There are other which are due to a lack of easoning on our part and as to wh it is up to us to educate our fello to join in demanding their aboliti And there are others which are And there are others are to enter our cive evitable if horses are to enter our cive evitable evitable if horses are to enter our cive evitable evitable if horses are to enter our cive evitable evit ilization and which, consequently, it is incumbent upon us to soften and ameliorate as much as pomatters little, however, it only th human animal can be brought to re-gard them in their proper light. Much might, be done by pointing out, as mentioned by Mr. Winans, that cruelty does not pay; but we must not e pect too much from this, because Ma has seldom or never allowed be ethics to be influenced by mater considerations. Moreover, there is the nature of a bribe in it and a man wh is kind to his beast because it pay him to be so is no more kind than man who is honest through an Act of Parliament is honest. No human bing possessed with the right spirit, any respect, requires any ulterior co sideration, whether it be a medal, prize, or a fete, to impel him to p that spirit into social practise; if winstil the seed, the plant must be

instil the seed, the plant must bear the fruit; we shall have no occasion to tie it on the boughs.

And this leads me to say a las word—to animal lovers. No efforts in all this world's history made by man for his own uplifting, ever you attained their object unless they were prompted and sanctified by a spirit of self-sacribce. There are no dividends in philanthropy que philanthropy hims, of their recommendations of their recommendations.

Monday's chapter will be: "What is the Best Way to Attract the Eye?"

All you need to do is to make your "copy" personal. For instance, when you see "United States" you don't feel that you are included. If you see the name of your state you are a little more interested. If you see the name of your locality you are still more interested. The mention of your own name, or of some peculiarity in connection with you or your circle-that is what would interest you most of all.

So, if you live in Smithville, and an ad starts off with "Of the 1800 Folk in Smithville," you are a lot more apt to read on than if the head-line said "ATTENTION." For by localizing your "copy" you can personalize itpersonalize it in the second person, and get the "you" quality there in its full essence, even if you do not use that particular pronoun. Obviously, for this localization and personalization of "copy" there is no medium as good as the home newspaper.

To suggest, rather than to say it right out, is "literary." That is why a good many writers make very poor advertising men, whereas mere businessmen-particularly salesmen-are apt to create the most effective ad "copy." The literary fallacy is usually found where the conceit of some merchant or manufacturer has made him victim to the persuasion of some "genius" who would write up his business. This literary genius forthwith plucks from his imagination some possible connection, either of name, historic association, or something of that kind, with which to link the name of Smith-his pro tem. employer. That done, he sets forth to glorify that incident with which he has hooked up the name of Smith. Thus, he is able to go into flowers of fancy eloquence in enlogy of the man who is paying him for the ad. And the more nearly this kind of an ad writer thus defies the man's business, the better he is apt to be paid for this literary creation of his.

But where is the head and tail of this kind of "copy?" What is the aim? Does the manufacturer want to charge the cost of this advertising in with selling expense! Or does he want to put it down among the "incidentals" and justify it through the fact that his daughter will be able to show it to her friends, thus proving that her father is one of the finest! But, if the ad is for selling purposes, why doesn't it tell the people why they should buy of Smith! Of course, though, if the thing is designed for daughter's delectation—then that's all right-Smith can probably afford that personal in-

Only a man's relatives and friends are interested in "copy" that is all about him. Such people would buy from him anyway. It's the people who don't care a hang whether your name is Smith or Perkins, but who will buy from you if they feel that you will give them better value-they are the ones to whom you have to talk. Otherwise your advertising would not be justified-at least, not on any basis of business. And, fortunately, newspapers are able to boast of more "business-like" advertising than is found in the usual medium-although magazine advertising, for instance, may be more "literary." And perhaps that is why newspaper advertising generally pays so well.

## Home Course in Advertising



PURPOSES OF THE COURSE:-(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will, (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of stu-

dents, costs \$15. It is equivalent to a correspondence course which costs \$95. . The entire 90 lessons will be given exclusively with this newspaper free of charge. CHAPTER XII.

### Is "You" the Best Word in an Advertiser's Vocabulary?

HE best way to get your reader through advertising 1 "copy" is by the direct, active way. That is-as a rule. For, although simple language is almost always best, there are a few exceptions when conditions may'require long words. For instance, in the advertisement of something of exclusive class, when directed to a few who can understand polysyllabic words, and who are likely to buy on account of atmosphere and prestige rather than because of businesslike reasons of price and quality-in such few cases you may be better able to persuade if you use the superb elegance of lofty language and delicate indirection.

But to the millions, you must talk "turkey." And you have got to put what you want to say in terms that will not only get their understanding, but will hit them in their selfishness. In brief, what interests most people most, is their own personalities. A man is willing to listen about himself and his own interests all day long. His ear soon tires, however, if you try to tell him the story of your life. This human trait is also found in Women.

"You," then; is about the best word in the advertising writer's vocabulary. Yet, some "copy" that you see in ads, is "you'd" to death. Of course there are excesses in the use of the "you" quality. But as a rule, you cannot use too much "you," Surely you can get a man's attention best with "you copy," You certainly can interest him best with "you copy." Furthermore, how could you convince him, and thus get him to act, if your persuasion is not of the "you" kind!

And yet you can get this same virtue of "you" quality into your "copy" without ever using the word "you."